

SERENDIPITY ARTS FESTIVAL 2024

Media Accreditation Process Guidelines

You will require the following documents to complete the registration process:

- **Passport Size Self Photograph** - Format: jpg/png (not above 2 mb file size)
- **Govt Authorised Photo Identification (Passport/Aadhar Card/Voter ID/Driving License/Govt Press ID)** – Format: jpg/pdf (not above 2 mb)
- **Editor's Authorisation Letter** - (*Letter Templates Attached*) A signed & stamped Editor Letter with Registered Company Letterhead. Format: jpg/pdf (not above 2 mb).

Please bear in mind, only the following number of accredited media from an organisation shall be entitled to attend an event at any given time:

- **Print Media:** A maximum of **4 (four) Reporters** per print media per edition (city)
- **Print Media:** A maximum of **2 (two) Photographers** per print Media per edition (city)
- **Online Media:** A maximum of **2 (two) Reporters + 1 (one) Cameraperson + (one) photographer** per recognized news websites
- **Electronic Media/News Channel:** A maximum of **2 Reporters + 2 Camerapersons** per news channel/electronic media
- **Radio/Podcast:** A maximum of **1 (one) Reporter** per Radio and Podcast (it being acknowledged that no more than 10 (ten) minutes of live audio updates/reports can be transmitted from inside the Accredited Event Venues.

NOTES:

- Accredited media to get a media card.
- Ticketed performances will be waived off for accredited media. Media can book 1 seat each. If they are unable to attend, then they have to send in a cancellation request a minimum of 1 (one) hour before the event to media@serendipityarts.org for the seat to be unblocked.

Address

C-340, Defence Colony,
New Delhi-110024

Phone

011 4554 6121

Email

info@serendipityarts.org
media@serendipityarts.org

Website

www.serendipityartsfestival.com

SERENDIPITY ARTS FESTIVAL 2024

Schedule 1 (Template Letter for Employed Applicants)

[Your Registered Company's Letterhead]

Serendipity Arts

[Date] 2024

Dear Sir/Madam,

[Name of Applicant]

I, [Editor/Signatory's Name] write for and on behalf of [name of the **Company**]. I confirm that:

1. [Name of the **Applicant**] is an employee of the Company and is authorised to represent the Company at the Serendipity Arts Festival (SAF) 2024 as a [insert role].
2. I have read the **SAF Terms and Conditions** and consent and agree to (i) the Applicant and (ii) the Company being bound by all such Terms.
3. I am authorised to bind the Company to the Terms.

Yours faithfully,

[Editor/signatory's name]

[Position]

Address

C-340, Defence Colony,
New Delhi-110024

Phone

011 4554 6121

Email

info@serendipityarts.org
media@serendipityarts.org

Website

www.serendipityartsfestival.com

SERENDIPITY ARTS FESTIVAL 2024

Schedule 2 (Template Letter for Freelancers)

[Your Registered Company's Letterhead]

Serendipity Arts

[Date] 2024

Dear Sir/Madam,

[Name of Applicant]

I, [Editor/Signatory's Name] write for and on behalf of [Name of the **Company**]. I confirm that:

1. [Name of the **Applicant**] has been appointed (or instructed) by the Company to report on the Serendipity Arts Festival (SAF) 2024 as a freelancer.
2. I have read the **SAF Terms and Conditions** and consent and agree to (i) the Applicant and (ii) the Company being bound by all such Terms.
3. I am authorised to bind the Company to the Terms.

Yours faithfully,

[Editor/Signatory's Name]

[Position]

###

Address

C-340, Defence Colony,
New Delhi-110024

Phone

011 4554 6121

Email

info@serendipityarts.org
media@serendipityarts.org

Website

www.serendipityartsfestival.com